**Zain Maqsood**

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#### *Profile:*

I am an “Administrative Professional” with ten years of experience. Good Reputation for dedicated teamwork, Hardworking, Committed, Dynamic and like to take up challenges. My key competencies are:

1. Excellent Communicator
2. 2- Effective Planner
3. 3- Results Driven Player
4. “Can Do” Attitude
5. 5- Exceptional Listener
6. 6- Team Player

#### *Work Experiences*

**Links Building Specialist |**

**Freelancer | Remote |May 2020- Present**

Develop and implement comprehensive link-building strategies to enhance the online presence and search engine rankings for the company's website.

Conduct in-depth keyword research and competitor analysis to identify valuable link-building opportunities in the industry.

Build and maintain relationships with influencers, bloggers, and industry partners to secure high-quality backlinks for improved website authority.

Collaborate with content marketing and SEO teams to create compelling and shareable content that attracts natural backlinks.

Utilize outreach campaigns and email marketing to establish connections with relevant websites and negotiate link placements.

Monitor and analyze backlink profiles using tools such as Moz and Ahrefs to identify and disavow toxic or spammy links, ensuring a clean and high-quality link profile.

Stay updated on industry trends, search engine algorithms, and best practices to adapt link-building strategies accordingly.

Achieved a increase in organic search traffic and improvement in search engine rankings through successful link-building initiatives.

**Key Achievements**:

Implemented a creative link-building campaign that resulted in a 35% increase in backlinks within the first six months, contributing to improved website visibility.

Successfully secured partnerships with industry influencers, leading to a 78% growth in referral traffic and brand recognition**.**

**Database Administrators** (Permanent)

***Sport.cc***

***(Mar-2016 to May 2022)***

##### *Lahore, Pakistan*. [*www.sport.cc*](http://www.sport.cc)

***Company’s Profile:***

The company was founded in January 2009 by former people from the industry of sports data. With offices in,

Valletta, Copenhagen, Lahore. Head office in Valletta and main sales office in Copenhagen.

SportCC is committed to establishing and positioning itself as a worldwide leader in the digital sports media business where live data feed for a variety of sports along-with related information and technology offerings are key focus areas.

A prime objective of company is to meet our customer's needs for quality products, data and content. This implies researching their needs and the sport and providing creative and innovative solutions to meet their requirements.

# Main Responsibilities:

* Day Shift In-charge of Data collection and updating team
* Team leader
* Communication inbound and outbound
* Admin related responsibilities

**Team Leader (Administrator)** (Contractual)

***Enetpulse Pakistan an IMG (International Media Group) Company (2010 to Feb-2014)***

##### *Lahore, Pakistan*. [*www.enetpulse.com*](http://www.enetpulse.com) *,* [*www.img.com/home*](http://www.img.com/home)

***Company’s Profile:***

Enetpulse is one of leading European sports data providers around the world owned by the “IMG (International Media Group-USA)”. Enetpulse is considered as the best growing organization in Sports business in media world these days which is providing sports data feed to world’s top newspapers, TV Channels and many other media/news sources.

# Main Responsibilities:

* Team Leader and Shift in-charge as senior Supervisor.
* To assist senior staff
* Communication In-charge with other company offices & foreign clients around the world.
* Making schedules for all employees and daily task management for shift.
* Develop relationship with new Information Sources.
* Do the to-do list checklist and follow team members.
* Data Researcher.
* To keep office update (Office equipment’s update )
* Writing meeting minutes and Follow-ups.

***Objective:***

“To work in an environment where my proven and developing skills could be further utilized and to achieve a rewarding

Position in life”

“I would like to be in some Management position where I can effectively utilize my expertise in communication and human relations, project management.”

#### *Educational Qualification:*

**B.Com Hons** (Bachelor in Commerce )

The University of Lahore (Discontinues)

**Bachelor of Arts**

The University of Punjab, Lahore, Pakistan

**I.Cs** (Intermediate in Computer)

Board of Intermediate & Secondary Education, Lahore, Pakistan

**Metric** (Computer Science)

Board of Intermediate & Secondary Education, Lahore, Pakistan

#### *Certificates:*

1. DOM: Diploma in Office Management
2. DGD: Diploma in Graphic Designing.
3. DHE: Diploma in Hardware Engineering
4. Operating Systems Windows, Linux. Internet Surfing

***Strengths***

* Qualitative Team player, with excellent communication skills and ability to work well under pressure.
* Internet Surfing and research work.
* Well-developed inter-personal skills. Quickly build effective working relationships with internal and external people and team members. Enjoy working in teams.

***Personal Details:***

* + Nationality : Pakistani

## Date of Birth : March 3rd 1986

* + Language : English, Urdu, Punjabi

***References:*** Available upon request.